

# CSR INITIATIVE No.5 @ PAN INDIA (2017-18)

<b>OBJECTIVE</b>	<i>RSB Plants across India participated in “Daan Ustav”(Joy of Giving Week) from 2<sup>nd</sup> 8<sup>th</sup> Oct 2017 for under-privileged have-nots.</i>
<b>ACTIVITY</b>	<i>Visit: (a) Old Age Homes, (b) Under-privileged poor staying on road-side dwellings (c) Destitute Home (d) Orphaned Children (e) Differently abled and as a part of Daan Ustav being celebrated by CII with the theme “Roti Kapada Aur Sharamadhan”, give: (a) Winter Wears and blankets to shield from biting cold from on-coming winter (b) Give food items to destitutes (c) Install solar lamps at Old Age Home</i>
<b>DATE OF COMMENCEMENT &amp; DURTION</b>	<i>One Week from 2<sup>nd</sup> to 8<sup>th</sup> Oct 2017</i>
<b>ANY PARNTNER OR NGO</b>	<i>Sole initiative of RSB Transmissions (I) Ltd without outside assistance</i>
<b>LOCATION OF PROJECT</b>	<i>Jamshedpur, Pune, Lucknow, Pant Nagar, Mania(Cuttack) &amp; Dharwad</i>
<b>TARGET BENEFICIARIES</b>	<i>Total of 210 nos from under-privileged orphaned children/old people and destitute homes</i>
<b>MONITORING &amp; MEASUREMENT MECHANISM</b>	<i>Monitoring of Solar Lamp functions at planned intervals by CSR Representative and visit destitute and old age home at planned homes about their well-being and address them personally in respective Unit CSR Team.</i>
<b>Social Impact Assessment</b>	<i>Total of 210 under-privilved people/differently-abled were benefited from:  1. Lucknow – distribution of winter wears 2. Mania (Cuttack)_ - distribution winter and other wears 3. Dharwad – Warm Winter Wears 4. Jamshedpur(4 plants)– Food items &amp; Warm Winter Wears 5. Pant Nagar – Winter Blankets 6. Pune – Distribution of Wears, Food Items &amp; Installation of Solar Lamps at Old Age Home</i>

**EVIDENTIAL GLIMPSES IN PICTURES**

**JAMSHEDPUR**



***Jamshedpur CSR colleagues distributing clothes and sweet meats to destitute children of Christian Missionary Welfare Centre at Baridih and Birsanagar, rural Jharkhand***

**LUCKNOW**



***Handing Over winter wears to under-privileged led by M/s Rakesh Sharma, Plant Head & CSR Team, RSB, Lucknow***

**PANT NAGAR**



***CSR Team from RSB, Pant Nagar, distributing winter wears to poor under-privileged who live on road side without roof.***

**CUTTACK(ODISHA)**

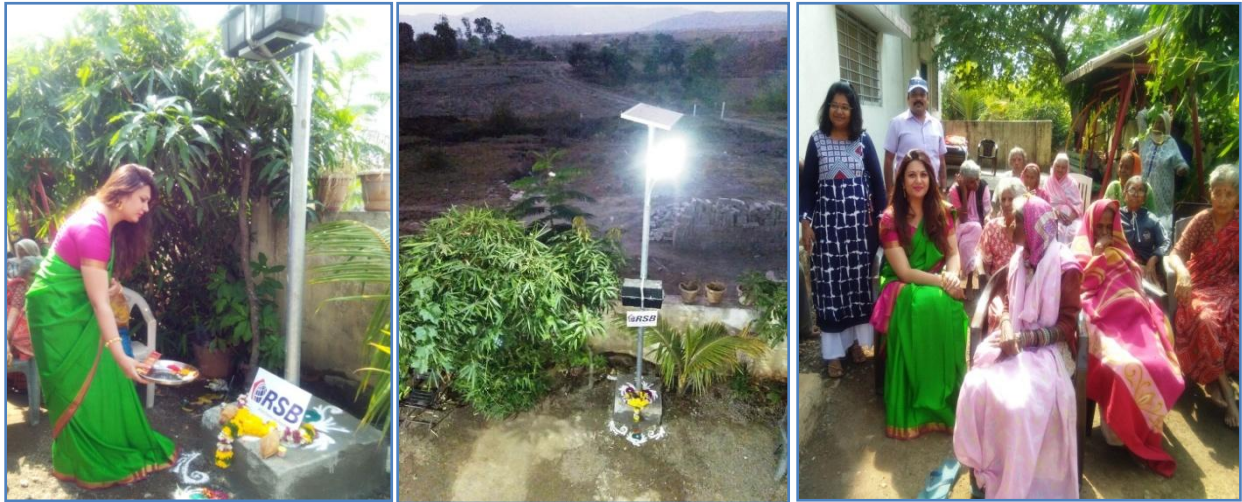


*Mania colleagues distributing wears to under-privileged living on road-side*

**DHARWAD**



*New Winter Wears being distributed by Dharwad colleagues to differently-abled under-privileged to give protective shield from the harsh winter.*

**PUNE**

***L to R – Ms Priyanka Behera, Head – CSR, performing Pooja for the Solar Lamp at Kinara Vridashram, Maval, near Pune before formally handing over; Solar Lamp glowing during the night; Ms Priyanka Behera in a group snap shot with inmates of Kinara Vridashram***



***Distribution of Sweets, Fruits and Snacks to inmates of Kinara Vridashram by our CSR Team Member***



***Distribution of Wears to destitute children and aged at Maher Vatsalyadham, Pune***

**CONFORMANCE TO**  
**APPLICABLE LEGAL REQUIREMENTS**

***CSR Initiative conforms to Schedule VII, item (iii) of Ministry of Corporate Affairs Notification dated 27<sup>th</sup> Feb 2014.....***

- (iii) promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups;